

Role of Retail Store Location on Attracting the Customer Footfall: A Cross-Sectional Study

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Abstract

The capacity to draw a consistent flow of consumers is essential for the triumph of retail operations. The location of the retail store is a significant element affecting customer footfall. Investigating how retail store placement affects footfall is the goal of this cross-sectional study. A thorough literature research was done to understand what makes a good site for a retail store. Customer footfall was found to be primarily influenced by elements including closeness to residential areas, accessibility, parking options, visibility, and presence in busy locations. The study also emphasizes the need of comprehending local demographics and client preferences when choosing an ideal site. Retailers can make informed decisions about their shop location strategy according to the practical consequences of these results. They can increase client footfall, increase sales performance, and gain a competitive advantage in the retail market by carefully selecting a favorable site.

Keywords: Consumer, customer footfall, location, retail, store

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Introduction

Being able to draw in a sizable consumer base is crucial for the achievement and prosperity of retail firms in the fiercely competitive retail sector. The placement of the retail store is a key element that considerably affects client footfall. Numerous studies over the years have stressed how important store location is in determining the success of a retail business. The phrase "location, location, location" has come to represent the importance of a store's geographic location in the retail industry. A good site can result in more visibility, accessibility, and exposure to potential customers, which can eventually enhance footfall and revenue. A good site for a retail store is influenced by several things. The ability of customers to easily visit the store depends on the location's proximity to residential areas. Retailers purposefully place their establishments close to residential areas to attract local clients and meet the convenience requirements of regular shoppers. Additionally, shops can build a devoted clientele and encourage repeat business by being close to residential areas. Another important issue that greatly affects client foot traffic is accessibility. The decision-making process for customers is influenced by how simple it is to get to a store. Stores situated in convenient locations, such as those close to busy roads, transit hubs, or well-known landmarks, typically draw more customers. Customers' travel time and effort are

reduced by convenient accessibility, increasing their likelihood to visit the store and check out its offers. Additionally crucial in determining client foot traffic is parking facility accessibility. A retail store's ability to attract consumers can be greatly influenced by its parking situation. Potential customers may be dissuaded from choosing a specific store if there aren't enough or easy parking alternatives available because it causes difficulty and inconvenience. To draw in customers, visibility is essential. Stores with good visibility in busy areas have a better chance of catching the eye of potential consumers and luring them inside. The exposure of a business and its goods can be further increased by attractive storefronts, thoughtful signage, and attractive displays, which can successfully entice potential customers inside. To choose the best retail shop site, it is necessary to comprehend the area demographics and client preferences. Age, income level, and lifestyle preferences are a few examples of demographic variables that can significantly affect consumers' behavior and shopping patterns.

In the age of the internet, the significance of retail business placement has grown even clearer. Even if e-commerce has grown in popularity, physical retail businesses continue to control a sizable portion of the industry. However, the popularity of Internet shopping has forced businesses to revise their plans and develop an integrated omnichannel strategy. In this situation, the physical presence of retail outlets can serve as a competitive advantage, allowing businesses to take advantage of the ease of online buying while simultaneously giving customers the chance to interact with them in person.

Literature Review

One of the crucial strategic choices for the management's success is choosing the proper site. The location choice issue for all types of companies can be evaluated in a wide range of problems with reference to the following crucial elements: store and warehouse location selection, healthcare center and hospital location selection, plant location selection, shopping center location selection, and retail site location selection that share the same issues (Hernandez, 2007). The decision of where to locate a retail outlet is crucial to management success. One of the key determinants of management's yielding and sales success is the site of the retail business. In this regard, it is necessary to exercise extreme caution when selecting the area of the retail store and to make crucial judgments based upon comparative assessments while taking into consideration the management's size, the industry's nature, and other potential factors, including economic and technical ones that may influence the selection outcome. Although it is important for the goods to reach the consumer quickly through distribution networks and marketing strategies, the location of the retail store is also of utmost significance (Erbayrak et al., 2012).

Due to its critical relevance, decisions about the placement of a retail site must be made by bearing in mind all the possible options and different factors and doing comparative wide assessments and in-depth analyses in accordance (Timor 2005). In today's developed nations, choosing a retail site location requires careful consideration. As a result, important judgments are

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made by utilizing a variety of cutting-edge scientific analysis and research techniques. It is somewhat accurate to say that in Turkey, the appropriate consideration is not being given for the type of assessments and analyses with pertinent implementations in this matter. Unfortunately, it is oftentimes clear that any hypermarket or supermarket may be built anywhere without proper consideration, evaluation, and research. A study on the selection of store locations by Timor and Sipahi was finished in 2005. In their study, the most important elements were observed, the choices were scored, and the degree of importance was computed using Analytic Hierarchy Process (AHP). For a fast-food restaurant chain site location, a method and pertinent analysis have been made (Hernandez 2007). The locations of retail store sites were documented and researched in a study about retail site selection. The related procedures of trade area analysis, location analysis, and country and area analysis have all been investigated in the context of choosing the location of retail sites. The Analog technique was used in this study to anticipate sales for a new retail location.

More takeaway food businesses are accessible in less affluent neighborhoods, according to studies from Scotland (Macdonald et al., 2007), New Zealand (Pearce et al., 2008), and England. However, a survey of restaurants in Glasgow, United Kingdom, found no change in density according to socioeconomic status (Macintyre et al., 2005). Density of fast-food restaurants in non-white, high-poverty urban neighborhoods in North America was twice that of non-minority, low-poverty urban neighborhoods, with related findings reported elsewhere in the US and Canada. In Melbourne, Australia, the takeaway food outlets density was two and a half times higher in the sites with the lowest socioeconomic status than in the locations with the highest SES.

Understanding the applicability of traditional theories of retail placement for small retail operations is one goal of the work by Litz & Rajaguru (2008). First, they contrasted well-established theories with "theories in practice" provided by a set of hardware store managers. These theories in practice consisted of spatial interaction theory, central place theory, and the concept of minimum differentiation. The minimum difference concept was addressed most frequently in anecdotal commentary; however, opinions were not uniformly favorable, with voices both in favor of and against Hotelling's approach. The managers added two other hypotheses as well. The first one focused on the significance of locational continuity, and the second one highlighted the crucial role of easy access. On a sample of retail hardware stores, they then statistically tested all five assumptions. The central place hypothesis and both management hypotheses were shown to have strong support. In essence, small merchants' success prospects are greatly improved when they operate in more densely populated regions for longer periods of time and provide simple access to their clients, including longer hours of operation and more accessible parking facilities. More diversified service mixes did, however, reach a statistically meaningful link with performance, but only when considered separately from the other predictors. In contrast, more diverse product mixes did not. Additionally, contrary to what

conventional retail reasoning might imply (Levy and Weitz, 2004), there was no apparent benefit associated with operating in more sophisticated retail locations.

Their research implications provide solutions for decision-makers and retailers. The first implication is important for those individuals thinking about starting a retail business. The results suggest that locational centrality must be prioritized, even at the expense of a more upscale retail environment. In keeping with this advice, managers of fresh start-ups could do well to think about purchasing a well-located business, especially one that has been in business there for a considerable amount of time. Managers of expanding operations should be aware of a second effect. Managers of developing retail companies can carefully consider the factors that contributed to their success rather than just adopting another common adage, "If you're not growing, you're dying" (Bitner and Powell, 1987). How much of their performance, specifically, is attributable to locational rather than operational traits? The third implication, which is virtually the opposite of the first, is meant for managers who are thinking about selling their retail businesses. For example, where the book value of an enterprise's physical facilities considerably understates actual market value, these managers must take additional care to avoid ignoring the tactical importance of a well located and easily accessible site. Retail managers dealing with stagnant sales may be interested in a final implication since even though their store may be strategically located, it may not provide customers with adequate accessibility. Simply extending their store's hours of operation is one strategic move these managers might think about making. Naturally, this choice will also result in higher running costs, but if it's made in the appropriate place, the advantages could more than make up for those expenditures.

Objectives of the study:

To measure the role of the national green tribunal in environmental protection

Research Methodology:

This study nature is empirical. 190 respondents were approached to give their view on the role of the national green tribunal in environmental protection. The data was analyzed through frequency distribution and data was presented with the help of pie charts.

Data Analysis and Interpretation:

Table 1 Closeness to residential areas

Particulars	Agree	Disagree	Can't Say	Total
Respondents	170	13	7	190
% age	90	70	4.0	100

Table 1 represents the statement closeness to residential areas and 90.0% respondents admit with this statement.

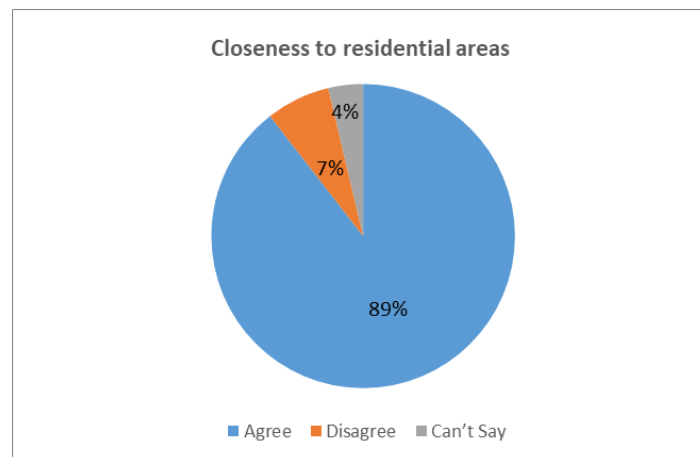


Figure 1 Closeness to residential areas

Table 2 Easy accessibility

Particulars	Agree	Disagree	Can't Say	Total
Respondents	164	17	9	190
% age	86.0	9.0	5.0	100

Table 2 represents the statement easy accessibility, and 86.0% respondents admit with this statement.

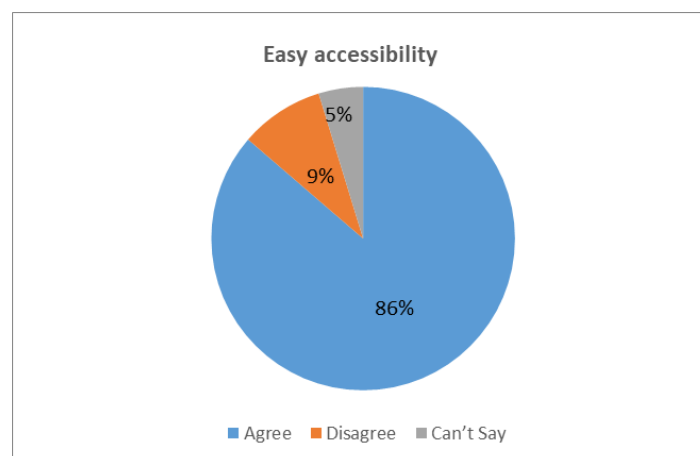


Figure 2 Easy accessibility

Table 3 Ample parking space

Particulars	Agree	Disagree	Can't Say	Total
Respondents	160	22	8	190
% age	84.0	12.0	4.0	100

Table 3 represents the statement ample parking space, and 84.0% respondents admit with this statement.

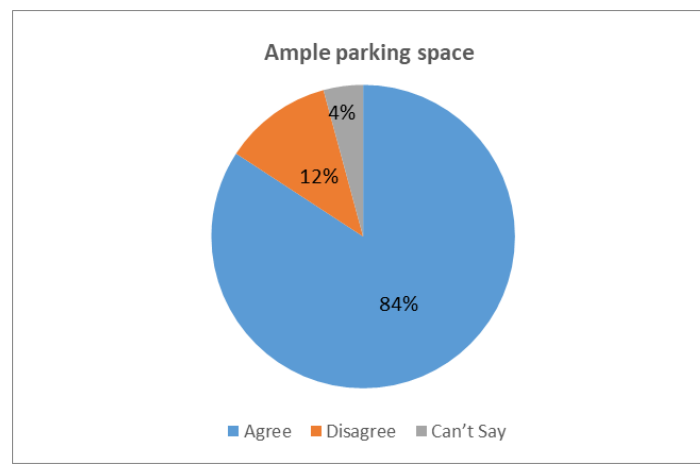


Figure 3 Ample parking space

Table 4 Clear visibility of the retail store

Particulars	Agree	Disagree	Can't Say	Total
Respondents	168	16	6	190
% age	88.0	9.0	3.0	100

Table 4 represents the statement clear visibility of the retail store and 88.0% respondents admit with this statement.

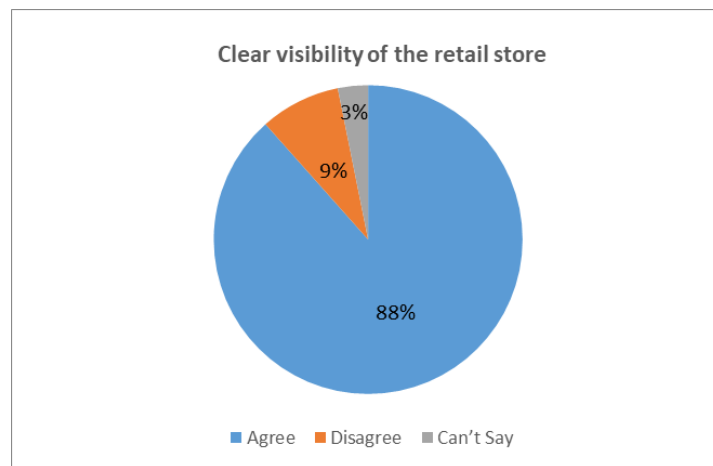


Figure 4 Clear visibility of the retail store

Table 5 Presence of retail store in busy location

Particulars	Agree	Disagree	Can't Say	Total
Respondents	175	10	5	190
% age	92.0	5.0	3.0	100

Table 5 represents the statement **presence of retail store in busy location** and 92.0% respondents admit with this statement. Considering all the responses of the statements, it was found that to a good percentage, the respondents have agreed that national green tribunal play a important role in environmental protection.

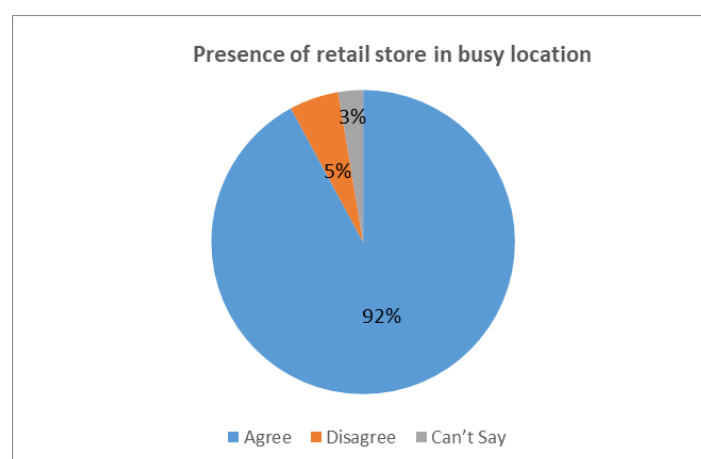


Figure 5 Presence of retail store in busy location

Conclusion

It is impossible to exaggerate the importance of retail business location in luring customers. This cross-sectional study has shown the significance of strategically choosing store locations for retailers looking to grow their clientele and boost sales. The results have emphasized a number of crucial elements that go into choosing an advantageous site for a retail store. Residential proximity has been a key factor in determining customer footfall, allowing shops to reach out to the community and meet the convenience needs of regular shoppers. By reducing travel time and effort, accessibility, which includes closeness to well-known monuments and transit hubs, is essential for drawing in clients. Another important variable affecting customer foot traffic is parking availability. Retailers must offer plenty of parking options to prevent turning away potential consumers because parking is difficult to find. Customers' attention can be caught and stores can be persuaded to welcome them by using visibility and exposure in busy places. The exposure and customer-drawing power of a store are further increased by appealing storefronts, clever signage, and eye-catching displays. So as to choose the most ideal retail shop site, it is important to comprehend the area demographics and client preferences. Retailers may strengthen their relevance and boost consumer traffic by matching the location of the business with the tastes and needs of the local customer base. The findings highlight the importance of a strategic shop placement in the achievement of retail operations.

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